

FIG. 1

## ■ EXAMPLE OF EPG OF SATELLITE DIGITAL BROADCASTING

PRESENT STATE OF PROGRAM DESCRIPTION DATA  
(EXAMPLE OF MOVIE PROGRAM)

**PROGRAM TITLE : TWISTER**

## → TITLE 5

DESCRIPTION OF PROGRAM (TEXT):

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE U.S. AND RECKLESS SCIENTISTS WHO STAND AGAINST IT.

TACKLING THIS PICTURE IS THE "LIBRARY PARK" TEAM AND RECREATION SCIENTISTS WHO STAND AGAINST IT.

TACKLING THIS STORE IS THE CHASSIS OF A  
COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE

COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY

PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY.  
DIRECTED BY YANN DE VONN WHO HAD DIRECTED "THE SPEED".

DIRECTED BY YAN DE VUNN WHO HAD DIRECTED THE SPEED A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST

A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST  
SCIENCE AND GENIUS PLAYED

CG AND SFX IS PLAYED.

## IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN

HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES

FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

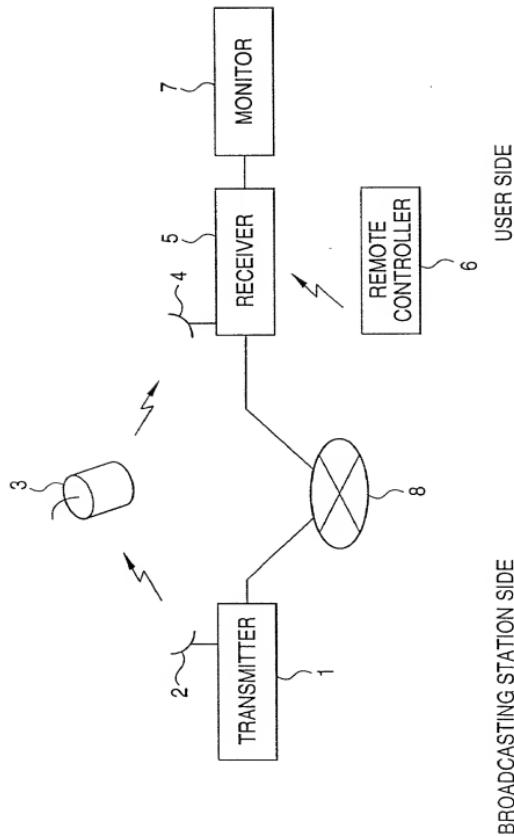
DESCRIPTION  
TEXT

FIG. 2

## PRESENT STATE OF EXPRESSION ON SCREEN

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED" A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

FIG. 3



*FIG. 4A*

CREATING EPG

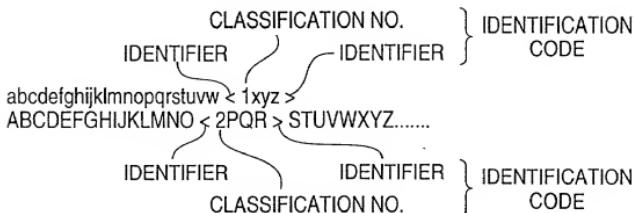
abcdefghijklmnpqrstuvwxyzABCDEFHIJKLM  
NOPQRSTUVWXYZ.....

EPG DATA  
(DESCRIPTION TEXT)



INSERTION OF IDENTIFICATION CODE

CLASSIFICATION NO. } IDENTIFICATION CODE  
IDENTIFIER }  
IDENTIFIER }  
abcdefghijklmnpqrstuvwxyz <1xyz> ABCDEFHIJKLMNO <2PQR> STUVWXYZ.....  
IDENTIFIER } IDENTIFIER } IDENTIFICATION CODE  
CLASSIFICATION NO. }



*FIG. 4B*

SAMPLING SPECIFIC CHARACTER PART

1 : xyz      2 : PQR

↓

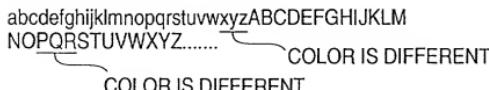


EXPRESSING EPG

abcdefghijklmnpqrstuvwxyzABCDEFHIJKLM  
NOPQRSTUVWXYZ.....

COLOR IS DIFFERENT

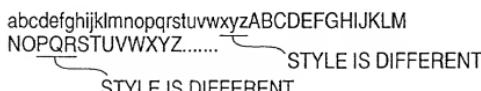
COLOR IS DIFFERENT



abcdefghijklmnpqrstuvwxyzABCDEFHIJKLM  
NOPQRSTUVWXYZ.....

STYLE IS DIFFERENT

STYLE IS DIFFERENT



abcdefghijklmnpqrstuvwxyzABCDEFHIJKLM  
NOPQRSTUVWXYZ.....

POINT NO. IS DIFFERENT

POINT NO. IS DIFFERENT

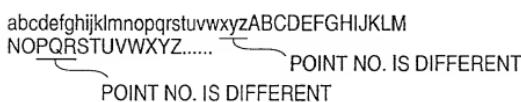


FIG. 5

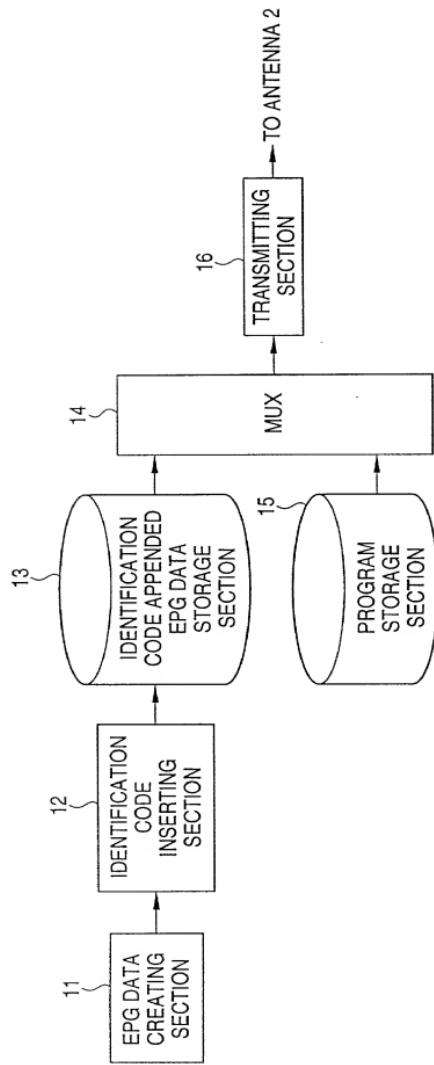


FIG. 6

## ■ EXAMPLE OF EPG OF SATELLITE DIGITAL BROADCASTING

**TAGGED PROGRAM DESCRIPTION DATA  
(EXAMPLE OF MOVIE PROGRAM)**

**PROGRAM TITLE : TWISTER**

DESCRIPTION OF PROGRAM (TEXT) :  
< 31THE FURY OF TORNADO > RAGING IN THE MIDWEST OF THE  
US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT.  
TACKLING THIS PICTURE IS THE "JURASSIC PARK"  
COMBINATION OF < 18STEVEN SPIELBERG > AS EXECUTIVE  
PRODUCER AND < 16MICHAEL CRICHTON > AS SCREENPLAY.  
DIRECTED BY < 15YAN DE VONN > WHO HAD DIRECTED  
"THE SPEED". < 31A PANIC SPECTACLE > MAKING THE MOST USE  
OF THE LATEST < 31CG AND SFX > IS PLAYED.  
IMPASSIONED PERFORMANCE OF < 11BILL PAXTON > AND  
< 11HELEN HUNT > IS ALSO WORTHY OF SEEING. FOR  
< 43YOUNG COUPLES > TO < 47FAMILIES >. < 21'96 >  
< 22THE US >, < 24COLOR > / < 25STEREO >, < 23113 MIN. >

FIG. 7

CLASSIFICATION NO.	SPECIFIC CHARACTER PART
1-	NAME OF PERSON
11	CAST
12	ATHLETE
13	MC
14	CASTER, COMMENTATOR
15	MOVIE DIRECTOR
16	SCENARIO WRITER
17	AUTHOR
18	OTHERS
2-	PRODUCTION DATA
21	THE TIMES
22	COUNTRY, REGION
23	PROGRAM TIME
24	PICTURE CHARACTERISTICS
25	SOUND CHARACTERISTICS
26	LIVE BROADCASTING
27	FILMED IN STUDIO
28	OTHERS
3-	KEYWORD
31	KEYWORD #1
32	KEYWORD #2
33	KEYWORD #3
34	KEYWORD #4
35	KEYWORD #5
36	KEYWORD #6
37	KEYWORD #7
38	KEYWORD #8
4-	TARGET VIEWER
41	FOR INFANT
42	FOR ELEMENTARY AND JUNIOR HIGH-SCHOOL STUDENTS
43	FOR YOUNG
44	FOR ELDERLY PERSON
45	FOR MAN
46	FOR WOMAN
47	FOR GENERAL
48	OTHERS

FIG. 8

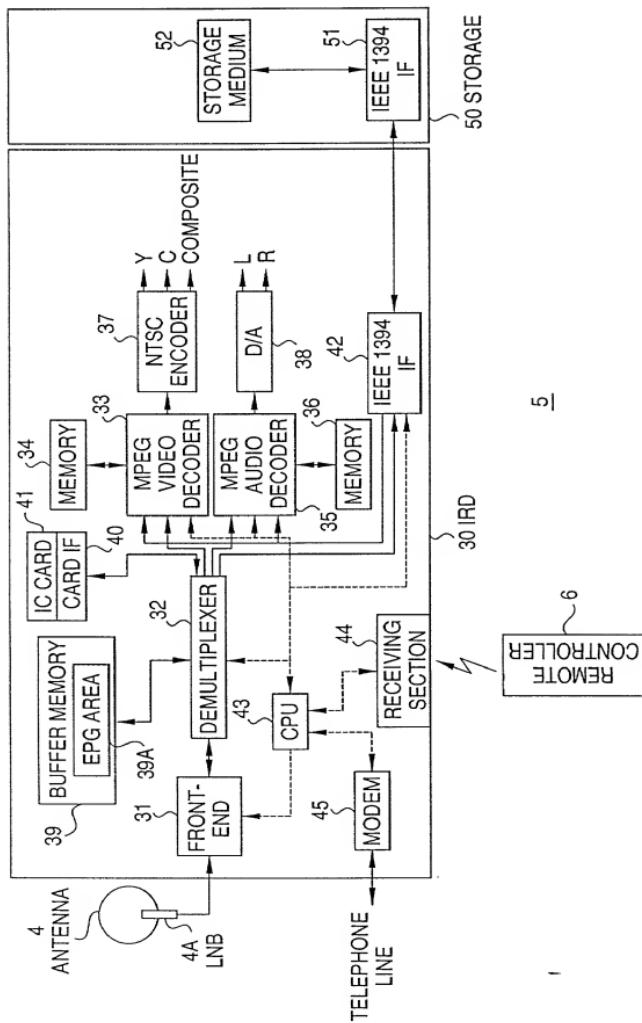


FIG. 9

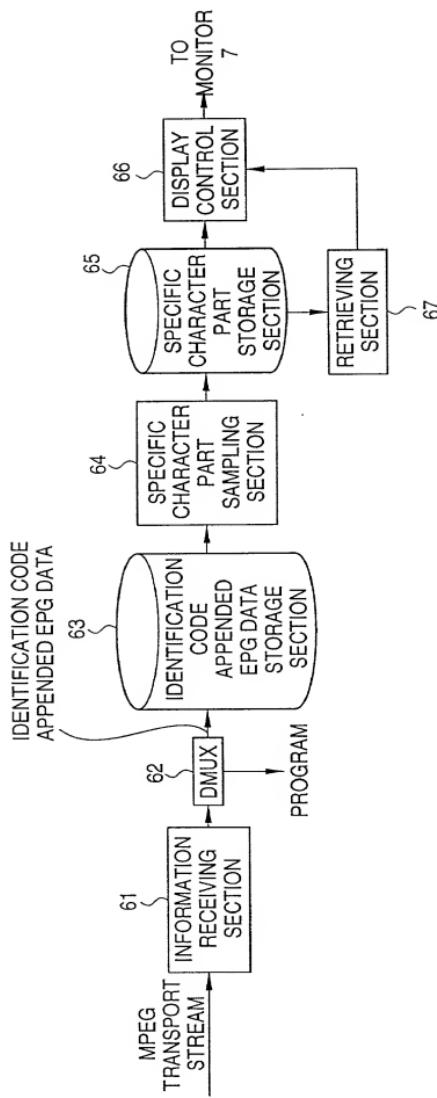


FIG. 10

## EXAMPLE IN WHICH STYLE OF FONT OF CASTS AND KEYWORDS ARE CHANGED SO AS TO BE READILY DISCRIMINATED

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96. THE US. COLOR/STEREO, 113 MIN.

FIG. 11

EXAMPLE IN WHICH CASTS, KEYWORDS #1 AND #2 AND PRODUCTION DATA ARE HIGHLIGHTED BY COLORS PER ATTRIBUTE

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US, COLOR/STEREO, 113 MIN.

## FIG. 12

EXAMPLE IN WHICH KEYWORDS ARE TAKEN OUT AND  
HIGHLIGHTED BY LAYING OUT AS SUBTITLE

### **A PANIC SPECTACLE, THE FURY OF TORNADO!**

THE FURY OF TORNADO RAGING IN THE MIDWEST OF THE US AND RECKLESS SCIENTISTS WHO STAND AGAINST IT. TACKLING THIS PICTURE IS THE "JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING THE MOST USE OF THE LATEST CG AND SFX IS PLAYED. IMPASSIONED PERFORMANCE OF BILL PAXTON AND HELEN HUNT IS ALSO WORTHY OF SEEING. FOR YOUNG COUPLES TO FAMILIES. '96, THE US., COLOR/STEREO, 113 MIN.

KEYWORDS ARE LEGIBLY LAID OUT PER ATTRIBUTE,  
TITLE IS PUT TOGETHER WITH SUBTITLE AND EXPLANATION  
IS LAID OUT IN THE OTHER PAGE

**TWISTER,**  
A PANIC SPECTACLE, THE FURY OF TORNADO!

PRODUCED BY: STEVEN SPIELBERG  
SCREENPLAY BY: MICHAEL CRICHTON  
DIRECTED BY: YAN DE VONN  
CAST: BILL PAXTON  
HELEN HUNT  
DATA: '96, THE US., COLOR/STEREO, 113 MIN.  
OBJECT: FOR YOUNG COUPLES TO FAMILIES

EXPLANATION:  
THE FURY OF TORNADO RAGING IN THE MIDWEST OF  
THE US AND RECKLESS SCIENTISTS WHO STAND  
AGAINST IT. TACKLING THIS PICTURE IS THE  
"JURASSIC PARK" COMBINATION OF STEVEN SPIELBERG  
AS EXECUTIVE PRODUCER AND MICHAEL CRICHTON AS  
SCREENPLAY. DIRECTED BY YAN DE VONN WHO HAD  
DIRECTED "THE SPEED". A PANIC SPECTACLE MAKING  
THE MOST USE OF THE LATEST CG AND SFX IS PLAYED.  
IMPASSIONED PERFORMANCE OF BILL PAXTON AND  
HELEN HUNT IS ALSO WORTHY OF SEEING.  
FOR YOUNG COUPLES TO FAMILIES.

FIG. 13A

FIG. 13B

FIG. 14

## EXAMPLE OF RETRIEVING A PROGRAM BY CAST

CAST

KEBIN COSTNER  
JOHN TRAVOLTA  
SCOTT BUCKLER  
BILL BUCKSTON  
HELEN HUNT  
MICHAEL DOUGLAS  
ROBIN WILLIAMS

#### APPEARING IN PROGRAM:

123  
ch TWISTER

OCT. 24  
19:00 - 21:00

卷之三

FIG. 15

